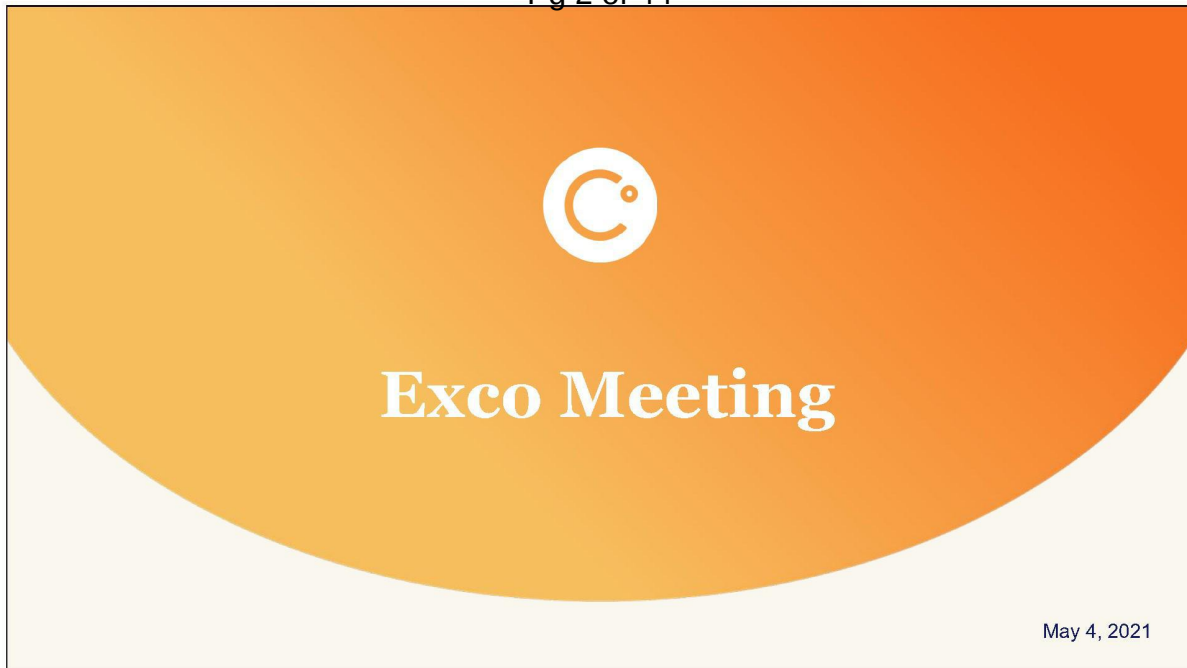


# **EXHIBIT 13**



## Exco Agenda

CNS / CEL / KPI Update / Customer Service: Daniel 15 mins

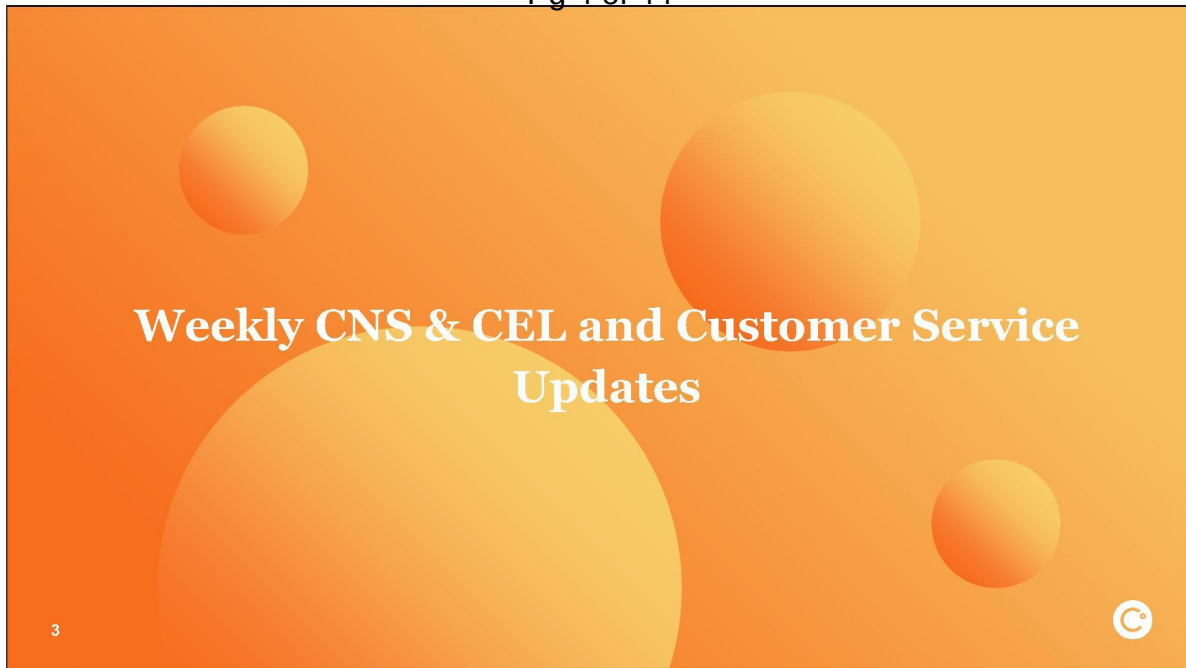
Special Presentation: Business Development – Camilla 20 min

Department Updates: All 50 min

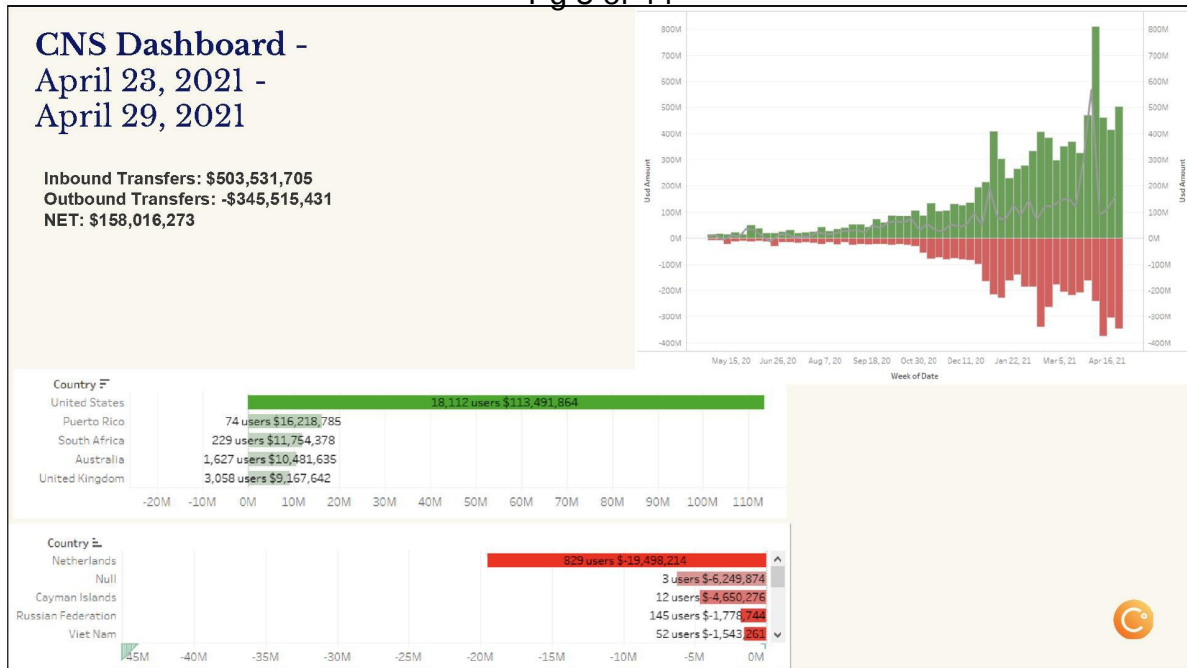
- CEO Office
- COO Office
- Finance - CFO
- Digital Asset Markets - CIO
- Retail Lending
- People
- Technology / Product
- Security
- Risk Management
- Marketing / Analytics
- Legal
- Business Development

Competitive Advantage - All 5 min









blokfi ETH rates - 5.5 -> 4.3 (88mil in net transfer); this week ETH took over. New users still bring BTC. the existing are more rates sensitive.

XRP - huge decline by americans by it level off 90mil still held by americans. 10,000 users hold XRP.

MATIC - lots of withdrawals mostly from high er balance. Hard to tell. Price double - maybe people are exiting.

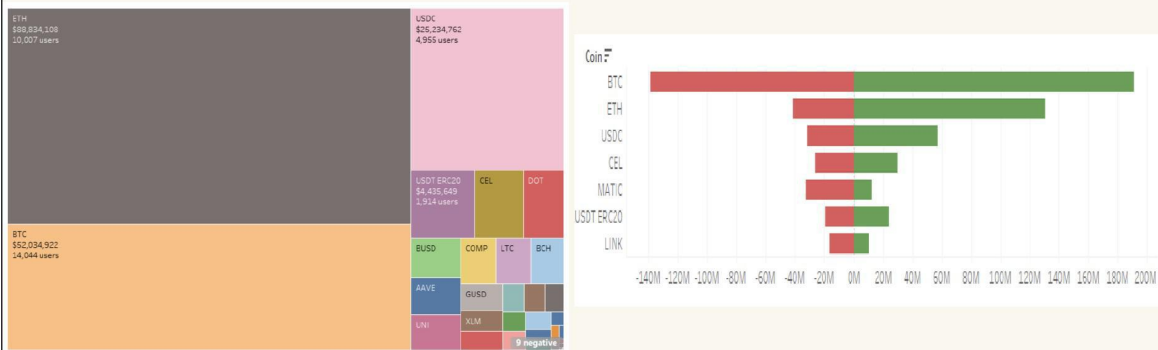
Liquid - like a bitwalla deal - lunched API partnership.

Bottom line ETH drove the increase increase.

User reg similar. Despite blokfi - you would expect more movement to us but customer base is less retail so not so much.

## CNS Dashboard - April 23, 2021 - April 29, 2021

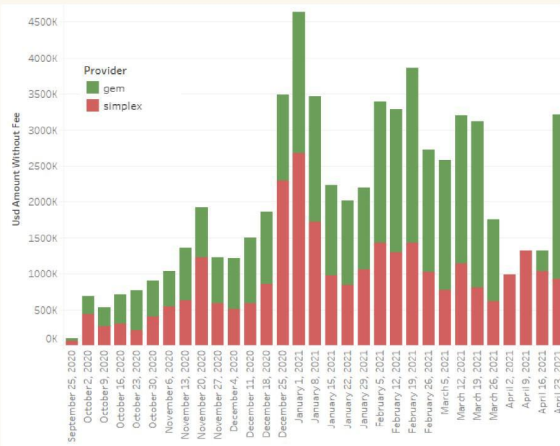
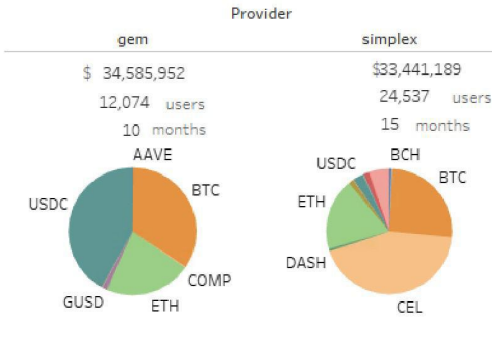
NET Positive Transfers: ETH (\$88.83M), BTC (\$51.17M), Stablecoins (\$28.31M), CEL (\$3.36M)  
Net Negative Transfers: MATIC (-\$-20.41M), LINK (-\$-5.85M), XRP (-\$-3.69M)



## Coin Purchase Dashboard - April 23, 2021 - April 29, 2021

Purchases in Week | Gem: \$2,285,180 | Simplex: \$925,096

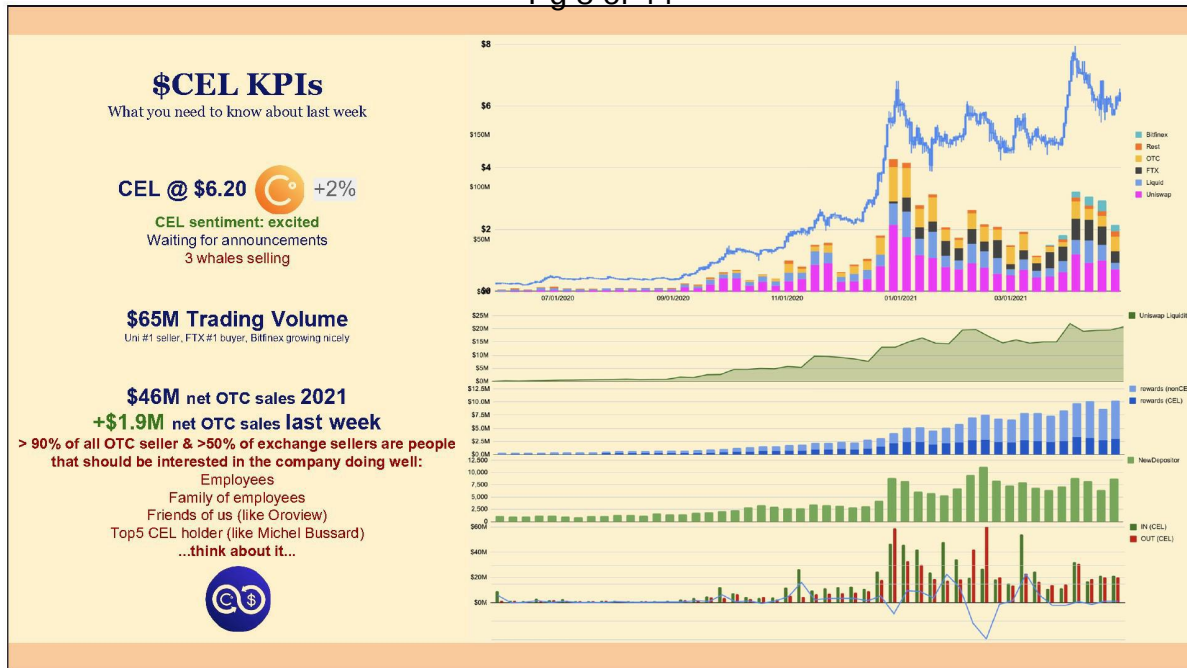
### Purchases by Coin by Provider



6



GEM IS BACK.





**Special Presentation:  
Business Development Update –  
Camilla**

## **Business Development – Special Presentation 1**

### **Objective: BD Update & Prime Brokerage**

- **BD** - Update on team and current priorities

### **Prime Brokerage:**

- **Phase 2:** thematic update / potential
- **Phase 2:** *more detailed presentation including projections / revenues*
- Value proposition for Celsius & CEL token
- Potential short / med / long term road map - leverage current offering, map out risk / legal / tech build



## Business Development – Special Presentation 2

### BD - Update on team and current priorities

#### Team:

#### Close Coordination:

##### US:

Camilla Churcher - NY  
Greg Wolfson - LA (DeFi)  
Christina Sciotto (5/17) - Chicago  
Steven Hillenbrand - NY  
(+2)

##### EMEA:

Chad Walls - LDN  
+2

##### APAC:

Kal Chan - HK  
+2

##### Partnerships:

Leah Jonas  
John Amorosana  
Salome Mkheidze  
Amriel Kissner

##### Corporate / VIP:

Antony Lingard

#### Priorities: Deployment

- Deploying digital assets, CEL, other assets (GBTC etc)
- Onboarding new institutions
- DeFi deployment opportunities
- Using CEL and GBTC as collateral
- USD borrow - Institutional customers, corporates, non crypto firms



## Business Development – Special Presentation 3

### Market Trends > Prime Brokerage:

#### **Institutional Adoption**

- Investors > Hedge Fund Capital Allocations
- Traditional asset management firms enter crypto

#### **Issue:**

- Scalable growth with existing clients as they raise capital
- Increasingly sophisticated needs
- Expectations of PB offering

#### **Competition**

- Aggressive financing & rates
- Abundance of credit
- Marketing Prime Brokerage
- New entrants

#### **Issue:**

- Compete in risk adjusted manner
- Consistent policy across clients

#### **Celsius**

- Exponential growth
- Institutional footprint

#### **Issue:**

- Rewards
- Profitability
- Capitalise on market position





## Business Development – Special Presentation 4

### What is Prime Brokerage



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## Business Development – Special Presentation 5

### Benefits to Celsius?

<b>Deployment</b>	<i>Win additional customers, grow wallet share - barrier to entry</i>
<b>'Sticky' balances</b>	<i>Balances remain stable and predictable</i>
<b>Term lending</b>	<i>Create term facilities, incentives - duration for portfolio</i>
<b>Fees - additional revenue</b>	<i>Charge for services, gas fees, custody etc</i>
<b>Portfolio margin</b> <i>(multi asset coll)</i>	<i>Greater visibility, diversification</i>
<b>Additional products / services</b>	<i>Execution, custody, tokenized assets, securities, swaps, futures &amp; options (B/D)</i>
<b>CEL Token</b>	<i>Create incentives within the offering - CEL to pay interest, collateral etc</i>

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## Business Development – Special Presentation 6

### Roadmap

#### Now / short term

- Marketing
- Vendor partnerships (Qredo, XMargin, Copper etc)
- Instilend functionality
- Client partnerships - build with key clients in mind

#### Medium

- Risk policy - portfolio margin
- Legal agreements - netting
- Marketing Prime Brokerage
- New entrants

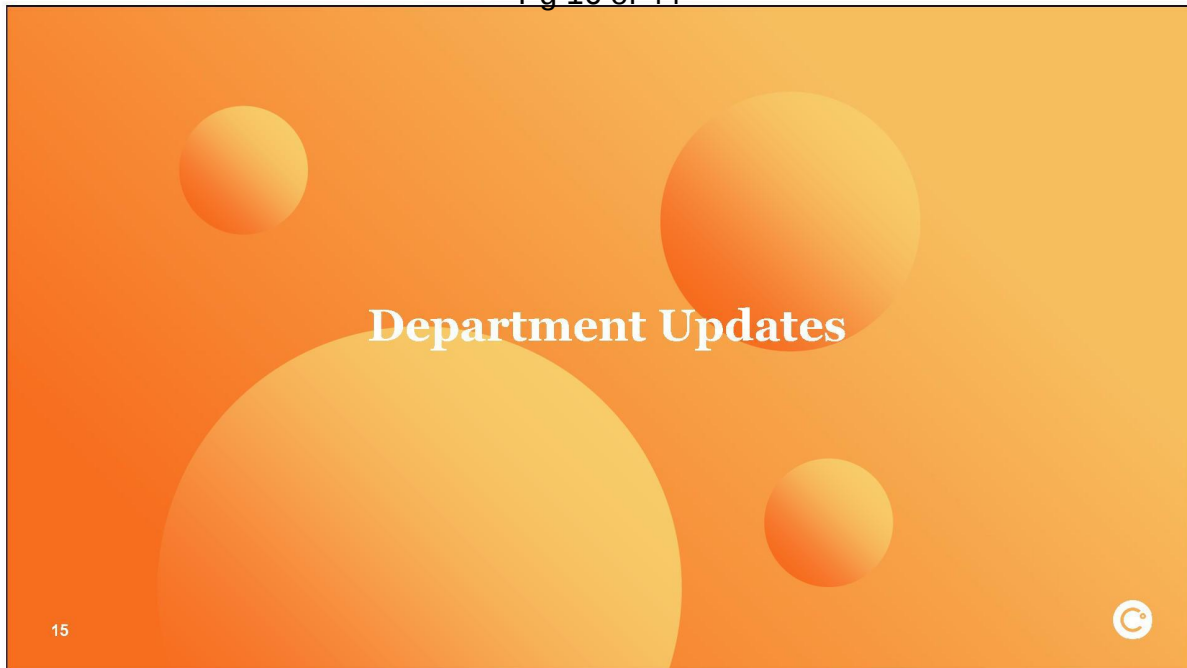
#### Long

- Structure e.g. Broker Dealer
- Technology
- Reporting / portal
- institutional footprint

#### Conclusion

- Opportunity to redefine PB model and create long term value and profit for Celsius
- Complimentary to existing institutional business and loan business
- Incorporate new ideas: DeFi? CEL? EAM?
- Challenge competition





## CEO Office – Alex

### Corporate Goal 2021

CEL Token to	Goal: \$10 dollars (Jan 2021)	Update: Use CEL as collateral
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### Top Priorities This Week / Department Update

### What Can ExCo do or help with your priorities?

CEL as collateral	CSCA – focus your team on the number one task
-------------------	---

### What Can ExCo Do for Me?



## What We Do Best

**1% Loans**

CC that pays itself



**BTC -2**



Highest Rates

Celsius

Rewards Received

\$1,257

17



## COO Office – Daniel

### Corporate Goal 2021

Project: Customer Service & Corporate launch

Goal: One Touch Service

Update: See data.

### Top Priorities This Week / Department Update

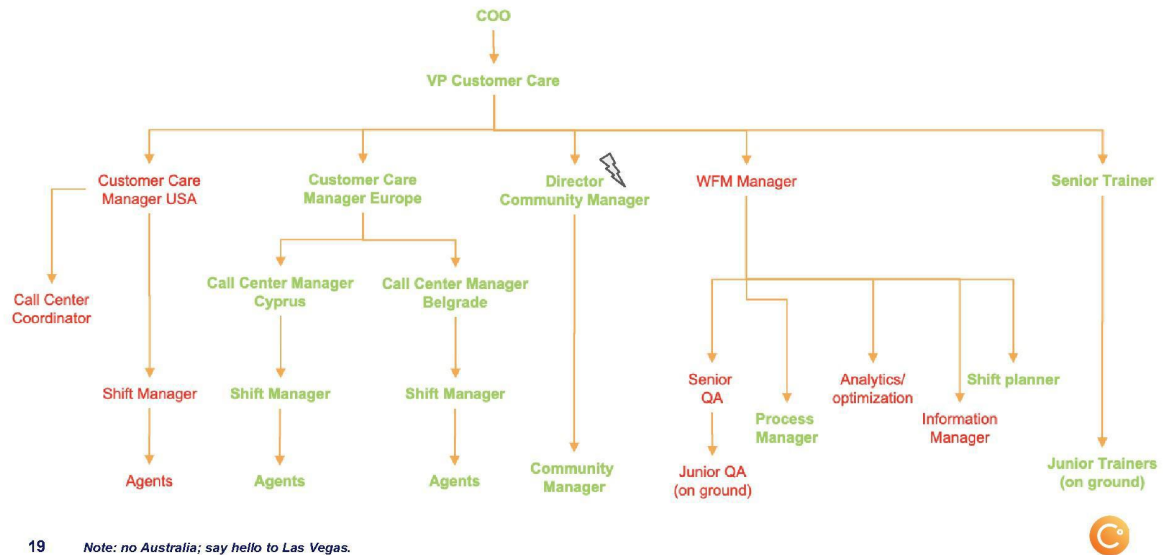
### What Can ExCo do or help with your priorities?

- **Organizational Structure & Roles / Responsibilities** - Upcoming Employee survey, Job Architecture, Revisit Org-Chart (w People Dept.)
- **MVP M&A&I** - Project management, Communication, and Onboarding (signing on 12th; still minor issues).
- **Growth of global offices** - Reopening office in New York, Operating entity in Australia, Planning additional floor in Israel, NJ. (from banks, legal, ops to offices).
- **Systems** - Mapping Finance systems, Mambu implementation Kick-off
- **Provisioning** - Create Provisioning Process & Provisioning Capability (w IT Dept.)
- **Corporate Business** - Full plan, hiring (managers and support), process, marketing and communication. in preparation for launch.

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## Customer Care





## Customer Success

### Goals End of Month

- Untouched Tickets: 1,900
- Backlog 5,900
- Agent Touches per Ticket: 1.95
- First Reply Time: 65 hrs

### Real Time Results

- Untouched Tickets: 3,500
- Backlog 7,500
- Agent Touches per Ticket: 2.04
- First Reply Time: 64.18 hrs

### Customer Care Update

- Restructure Customer Care with integration of 17 + 3 agents from ECD into Celsius
- New statistic + forecast and shift plan starts next week
- Zendesk Sell + Mamboo = CRM solution
- Community Managers integration into Customer Care and train on tickets



## Finance (CFO) – Yaron

### Corporate Goal 2021

Finance Infrastructure	<b>Goal:</b> IPO readiness captures it all (primarily recruitment, financial reporting processes)	<b>Update:</b> (i) Recruitments progress, still missing positions; (ii) automation of current closing process delayed; (iii) Instilend improvements are slow; Hedgeguard multi-projects need prioritization; Mambu in the long term;
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### Top Priorities / Department Update priorities?

### What Can ExCo do or help with your

<ul style="list-style-type: none"><li>• New Deployment wallets structure</li><li>• CF and Capital projections and planning</li><li>• Recruiting team</li><li>• Continue automating and robusting financial data collection</li><li>• Completing Dec-2020 and Q1-21 audit trail evidences ASAP</li><li>• Re-Org; Global taxation planning; IPO readiness</li></ul>	<ul style="list-style-type: none"><li>• Temporary internal resources mobilization</li></ul>
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### What ExCo Needs to Know (this week and in general)



## Finance (CFO) – Yaron

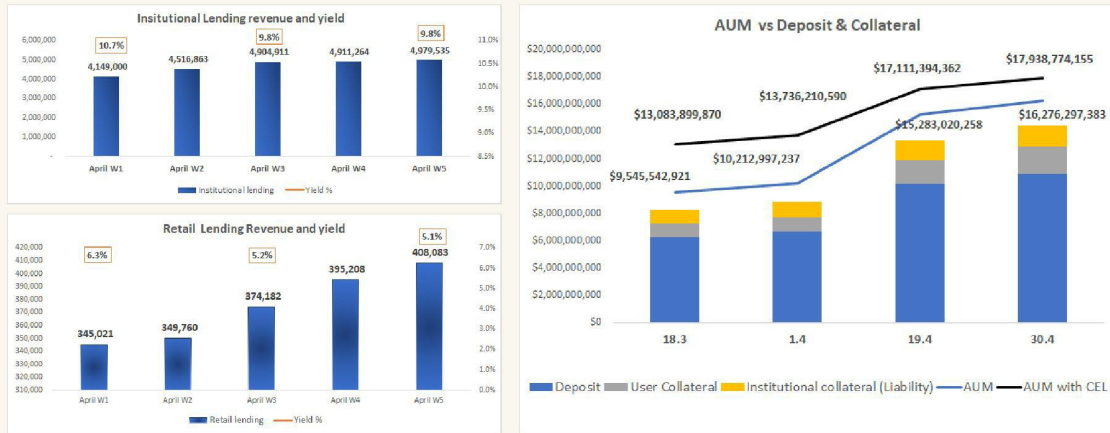
Automated reporting → online monitoring → measuring → trends → analyzing → planning

	2-Apr-21 9-Apr-21	10-Apr-21 16-Apr-21	17-Apr-21 23-Apr-21	24-Apr-21 30-Apr-21	Total April	Q1 2021
<b>Revenues</b>						
Retail lending	349,760	374,182	395,208	408,083	1,527,233	3,018,291
Institutional lending	4,516,863	4,904,911	4,911,264	4,979,535	19,312,573	35,334,121
Exchanges: Bitfinex BOT	113,000	152,121	360,732	218,417	844,270	933,673
Exchanges: FTX	-	-	161,781	722,742	884,523	
DeFi (old)						60,000,000
DeFi (New)	-	1,088,101	1,464,803	2,034,359	4,587,263	
Yield Farming	876,010	458,081	627,133	1,394,264	3,855,488	
Staking	-	-	-	19,240	19,240	
OTC net inflow	3,624,681	5,521,952	1,576,971	1,916,078	12,639,682	36,577,920
Sale of Cel Tokens from Treasury	868,783	1,603,676	1,349,507	1,519,163	5,341,129	-
Mining	1,085,735	1,041,236	1,528,360	1,322,922	4,978,253	3,828,000
Equities	-	(450,000)	(1,050,000)	(1,000,000)	(2,500,000)	(13,897,000)
EAM	600,000	356,466	419,364	230,088	1,605,918	-
	<b>12,034,833</b>	<b>15,050,725</b>	<b>11,745,124</b>	<b>13,764,891</b>	<b>52,595,573</b>	<b>125,795,006</b>
<b>COGS</b>						
Rewards	(9,613,846)	(10,201,488)	(8,739,896)	(10,217,810)	(38,773,040)	(60,705,818)
Borrowing costs	(1,617,801)	(1,883,649)	(2,003,886)	(2,004,871)	(7,510,207)	(8,975,739)
OPEX (HR, Opps, Promo)	(804,590)	(913,509)	(914,502)	(949,607)	(3,582,207)	(13,050,289)
	<b>(12,036,237)</b>	<b>(12,998,647)</b>	<b>(11,658,284)</b>	<b>(13,172,287)</b>	<b>(49,865,455)</b>	<b>(102,711,846)</b>
<b>Core Activity P&amp;L</b>	<b>(1,404)</b>	<b>2,052,079</b>	<b>86,840</b>	<b>592,604</b>	<b>2,730,119</b>	<b>23,083,160</b>



## Finance (CFO) – Yaron

Automated reporting ⇒ online monitoring ⇒ measuring ⇒ trends ⇒ analyzing ⇒ planning



## Finance (CFO) – Yaron

Automated reporting → online monitoring → measuring → trends → analyzing → planning

### As of April 30, 2021 (W/O Cel Token)

Assets		Liabilities	
Undeployed Assets	\$3,513,170,700.41	user balances	\$10,933,073,260.85
Exchange Balances	\$665,127,103.59	User Collateral	\$1,955,822,779.31
Institutional Loans Out	\$2,652,942,115.29	Locked (CEL)	\$153,900,263.50
Institutional Posted Collateral	\$3,544,134,892.93	Institutional collateral (Liability)	\$1,506,264,302.57
Defi Current Balance	\$3,282,157,757.49	Institutional Borrowes (Liability)	\$1,803,718,515.49
Grayscale	\$1,060,078,043.37		
Keyfi receivable	\$405,613,923.66	Other	\$26,920,285.52
Other	\$468,327,683.46	defi	\$200,616,305.03
Retail Loans	\$412,581,663.12		
Undeployable (Primetrust)	\$272,163,499.57		
Total	\$16,276,297,382.89	Total	-\$16,580,315,712.26
	Net		-\$304,018,329.36

### What do we want to monitor over time?

- **Direct ROI per Deployment:**
  - per desk;
  - for a predetermined period
- **Undeployed Assets:**
  - Cel Tokens
  - Borrow against GBTC
  - EFH collateral
- **Cost of Capital**
  - Per coin
  - Blended for the company
- **LTV**



## Digital Asset Markets – Harumi

### Corporate Goal 2021

Coin Deployment	Goal: 80%	Update: All 77.4% BTC 92.12% ETH 89.58% 17.3 billion
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### Top Priorities This Week / Department Update

### What Can ExCo Do To Help?

Getting different platforms and strategies approved Trying to jazz up InstiLend Rounding up HedgeGuard stakeholders and requirement	
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### What ExCo Needs to Know (this week and in general)



### DAM: Allocation Breakdown and Return

	Total Allocated	Total Earned	Percent Income	Annualized %
Institutional	\$2,772,107,229.38 \$2,571,718,309.81	\$5,242,228.09 \$5,001,385.44	0.1891% 0.1945%	9.86% 10.14%
BOT (Bitfinex only)	\$268,164,442.00 \$237,955,763.00	\$218,417.45 \$360,732.00	0.0814% 0.1516%	4.25% 7.90%
Retail Lending	\$449,374,334.41 \$428,996,220.86	\$405,629.34 \$405,629.34	0.0943 % 0.0946%	4.87% 4.93%

Yield on Deployed	8.79% 9.370%
Paid on Assets	-4.40% -4.65%

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\*Monthly expected income divide by 4



## DAM: DeFi and Cash & Carry

Start Date	03/27/2021	04/03/2021	04/10/2021	04/17/2021	04/24/2021
End Date	04/02/2021	04/09/2021	04/16/2021	04/23/2021	04/30/2021
CW	14	15	16	17	18
<b>CEL Operations</b>					
OTC IN	\$1,633,353	\$9,277,595	\$9,664,764	\$6,348,771	\$7,876,050
OTC OUT	-\$2,890,652	-\$8,351,027	-\$5,746,488	-\$6,121,307	-\$7,479,135
OTC NET	-\$1,257,299	\$926,568	\$3,918,276	\$227,464	\$396,915
Interest Payment	\$2,516,995	\$3,368,696	\$3,207,351	\$2,699,013	\$3,038,326
Interest Purchase	\$2,516,995	\$2,500,000	\$1,603,676	\$1,349,507	\$1,519,163
Interest Treasury	\$0	\$868,696	\$1,603,676	\$1,349,507	\$1,519,163
CEL Operations NET	-\$1,257,299	\$1,795,264	\$5,521,952	\$1,576,971	\$1,916,078
<b>DeFi</b>					
DeFi book (eow)		\$441,806,013	\$1,134,627,054	\$1,097,038,443	\$1,533,717,244
realized gain (cash)		\$0	\$0	\$0	\$0
realized gain (native)		\$702,050	\$1,189,651	\$1,741,728	\$2,034,359
unrealized gain		\$53,062	\$787,214	-\$276,925	\$856,338
PnL		\$755,112	\$1,976,865	\$1,464,803	\$2,890,697
<b>Cash &amp; Carry</b>					
Allocated Cash (eow)			\$70,000,000	\$130,000,000	\$150,000,000
Funding Profit			\$162,294	\$795,571	\$734,832
Funding Loss			-\$513	-\$56,748	-\$22,070
realized spread			\$0	\$0	\$0
unrealized spread			\$0	\$0	\$0
PnL			\$161,781	\$738,823	\$712,762

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## DAM: Total Community Pool Size & Collateral Total Growth



## **DAM: InstiLend Latest**

In between sprint updates:

- Aggregates pricing info from multiple providers that can become a part of API service in the future
- Hourly Pricing Engine for assets Instilend supports can become by the minute
- Have a full AUM turnoff sign off - Will have to keep it open for side by side for the following period, of course



## Retail Lending - Aliza

### Corporate Goal 2021

Retail Lending	Goal: 25% of our net deposits	Update: 453M in Active loans!!!! (+27M) 2.2 Billion in Collateral Overall LTV: 20%
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### Top Priorities This Week / Department Update

### What Can ExCo Do To Help?

HIRING - lending associates, analyst, VIP, etc. Liquidation break the glass protocol Mambu kick off	- notice on CEL employee loans, please make sure to circulate - If there are changes in staffing/capabilities that impact lending please give us a heads up as early as possible/minimum a week prior
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### What ExCo Needs to Know (this week and in general)

- California around the corner - must get ready
- In-app loan closure May 20th
- Growing steadily - but BIG CLOSURE THIS WEEK: Darma is closing their \$25M loan/110,000 ETH in collateral



## People – Trunshedda

### Corporate Goal 2021

People	Goal: Recruiting	Update: 14 New Hires Headcount: 245
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### Top Priorities This Week / Department Update

- MVP Employment Agreements - Approve and finalize drafts this week
- Szilvia Hock-Kovacs - Sr. Technical Recruiter in UK
- Completed CEL TBD Clean up for Israel last week. This week the rest of the CEL Tbd's will be confirmed and communicated to all employees.

### What Can ExCo Do To Help?

- Employee Roles and Responsibility Survey - Launch May 5th
  - Department Heads please read email and update employees during team meeting. Set expectations that the survey must be completed by May 14th.

### What ExCo Needs to Know (this week and in general)

#### Recruiting:

- 46 Candidates presented with DeFi/Crypto Experience
  - 12 Offers Extended
  - 5 No Offer
  - 31 - Interview in Progress
- 72 Positions open and actively being recruited for

31



## People - Trunshedda

### Employee Roles and Responsibilities Survey will be launched on Wednesday, May 5, 2021.

- **WHY?** We have done this before.
- We must start here to scale. This is the first step for two initiatives.
  - Defining our organizational structure & Roles and Responsibilities
  - Mid-Year Performance Reviews where we will align on expectations that employees will be evaluated on at year end.
  - Bonus and merit increases will be determined by performance.

### Organizational Structure

- Assess current structure
- Benchmark Organizational Structure
  - Identify 5 external organizations to benchmark against
  - Match external ExCo and Leadership teams against Celsius ExCo and Leadership Teams
  - Present recommended organizational structure for Celsius

### Timeline

- May 4th - Communications to Leaders
- May 4th - Share at ExCo and All Hands
- May 5th - Employee Survey Launches
- May 14th - EE Survey Completed
- May 25th - ExCo Update - Key Findings Survey



## People - Trunshedda

### Employee CEL Backed Loan Program



### Employee CEL Backed Loans

All other employee loan requests can be submitted using the Celsius App

#### Overview

- Employees are able to borrow against locked CEL tokens
- The app does not distinguish between locked CEL that is available vs locked CEL that is **not yet** available to an employee
- Any employee requesting a loan using CEL as collateral **must** follow the process outlined below
- The app will still allow employees to submit a loan using CEL as collateral so it's very important that this process is communicated to all employees
  - If we discover an employee CEL loan that has not gone through this process we will immediately call the loan to close
- These loans will be processed **once a month** - on the 2nd Tuesday of each month

#### Process for Employees

- Employee completes and submits the **Employee Loan Request Form**:
  - <https://forms.gle/R9euz2837574nDj8>
- The completed form will be sent to Riki Kouly in the Lending Department
- Based on the number of CEL actually available to an employee, Riki will notify the employee by email with the amount they can borrow and verify how they would like to proceed
- Once the details are confirmed, Riki will process and approve the employee loan on the 2nd Tuesday of the month
- Please direct any questions to [riki.kouly@celsius.network](mailto:riki.kouly@celsius.network)



## Technology / Product – Nuke

### Corporate Goal 2021

<b>Priorities:</b> 1. Reorg to support tech/product - hiring, onboarding, MVP... 2. Strategic infrastructure - APIs, Mambu, DeFi/CeFi bridge 3. Infrastructure - harden the system against systemic risks security, Fireblocks, AWS, etc. prepare for flood of users/assets (QA, Devops)	<b>Goal:</b> 1. ~100 devs in the next few months 2. Devs portal + API 2.0 3. Transition to Mambu before year end 4. DeFi/CeFi architecture + TBD	<b>Updates:</b> <ul style="list-style-type: none"><li>• May 6 - zUSD</li><li>• Mid May - PoC (retail) beta release</li><li>• Late May - Web App release, ETH2</li><li>• Late June - CEL to accredited inv.</li><li>• July 1 - Developers portal</li></ul>
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### Top Priorities This Week / Department Update

### What Can ExCo Do To Help?

<ul style="list-style-type: none"><li>• MVP</li><li>• PrimeTrust</li></ul>	<ul style="list-style-type: none"><li>• PrimeTrust?</li><li>• Trunshedda - Nikola? Tokens issue</li></ul>
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### What ExCo Needs to Know (this week and in general)

What is the story with other teams hiring engineers?



## Security - Shiran

### Corporate Goal 2021

<b>Zero Incidents</b>	<b>Goal:</b> Zero significant and even medium severity incidents	<b>Update:</b> Lessons learned will be presented
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### Top Priorities This Week / Department Update

### What Can ExCo do or help with your priorities?

<ol style="list-style-type: none"><li>1. Tabletop exercise will be conducted start Mid May</li><li>2. DeFi Risk Hub - ongoing, people are working with it - need to expand usage</li><li>3. <b>DeFi platforms - focus on specific platforms and test end to end deployment and unwinding.</b></li><li>4. <b>Even if given platform was approved, at times there are different deployment types and use cases - check with security, risk, legal - tech and contract wise</b></li><li>5. Physical security - Miami Conference</li></ol>	
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### What Can ExCo Do for Me?

- Before engaging with system/app/tech platform vendors, update Security, so we can conduct the needed security/tech Due Diligence
- Travel security - before any travel - update Security, HR, Ops





## Risk Management – Rodney

### Corporate Goal 2021

"Right-Size" Risk-Taking	Goal: Risk Dashboard (RD) Reduce EFH exposure	Update: Looking at HedgeGuard as an infrastructure EFH open to GBTC and ETHE loans; but not new BTC tranches
Increase Inst'l Credit Approvals	Goal: to \$2Bn	Update: Implementing limits increases for specific names

### Top Priorities This Week / Department Update

### What Can ExCo Do To Help?

Retail Loan Liquidation	
Synergies between Mining and "Core"	<ul style="list-style-type: none"><li>Roni next steps on restructuring the loan</li></ul>

### What ExCo Needs to Know (this week and in general)

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## Marketing / Analytics - Vijay

### Corporate Goal 2021

<b>User Growth</b> Free coins on books	<b>User growth:</b> 1.5MM users by EOY <b>Free coins:</b> \$1B in loans, \$3B in collateral by EOY	<b>Updates</b> <ul style="list-style-type: none"><li>Loans promo performing well (in progress update - 1425 new loans leading to \$12.7MM in loans; final update after promo close and analysis)</li><li>New communications to move stuck customers through onboarding funnel (WELCOME40 emails, push, etc.)</li><li>iHeart marketing terms aligned on. Contract work remains</li><li>P.R. - Ditto engagement terminated (contract runs through end of next week)</li></ul>
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### Top Priorities This Week / Department Update

- iHeart planning (podcast + media buys)
- Website redesign v1 (Apr 30 - staging; May 17 - launch)
- Continue push on 1% loans
- P.R. agency change → Fastest growing fintech pitch to Tier 1 MSM
- New promos going live today / tomorrow (HNW stablecoins promo, Unblock promo, small deposits promo)

### What Can ExCo Do To Help?

- (All) P.R. announcements pipeline
- Stick to high level feedback about website / landing pages being shared. This is MVP. We will move to continuous testing and refinement process (weekly releases)
- AMA engagement (before AMA and during live streaming)

### What ExCo Needs to Know (this week and in general)

- BTC Conference, Miami, June
  - Core working group locked and approved by Alex 3 weeks ago (Marketing/BD/Lending)
  - If anyone from your teams want to go, please have them seek your (ExCo) approval and have them plan for travel logistics. Ticket can be sourced from current pool held for community

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**Legal & Compliance– Ron**

**Redacted**

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## Business Development – Camilla

### Corporate Goal 2021

Institutional deployment - USDT, BTC	YTD \$1.88bn USDT (\$120m past week), \$655m USDC BTC - Active week - \$557m YTD - \$89m past week (Cumberland, Galaxy) Borrow USD - draw existing facilities. Focus: LINK / XRP / XLM and others
CEL Token as collateral	DeFi and exchange options (inc. Aave, Maker, Sarson) Tether facility - new customers - deploying @10.5% + Revisiting institutional clients - mix of BTC / CEL etc

### Top Priorities This Week / Department Update

### What Can ExCo Do To Help?

Onboarding new institutions	Legal, compliance, credit responsiveness
Increasing limits with existing customers	Successful increase for existing clients - moving to new counterparts
Balance customer flow and internal deployment	New business and organic growth - protect reputation and be consistent

### What ExCo Needs to Know (this week and in general)

Team	3 new hires. Start date 5/3 & 5/17
Bitcoin Miami 2021 - June 4-5 (and BD travel)	BD attending - planning client event & 1:1 meetings with key clients, prospects Consider travel later this year - review rules / budget
Corporate funnel	FAQ, Financials, Risk Policy

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## Celsius Sustainable Competitive Advantage to \$20B

### Assignment

1. Use pledged GBTC, wrapped tokens, Sarson assets @75% LTV to borrow USD
2. Use our \$4B CEL balance sheet to borrow productive assets/USD - QCP
3. Issue synthetic stable coin/DAI to dominate credit in DeFi – Terra.money
4. No fees as we make money in different ways – BTC -2%, Highest rates 22
5. Cross chain liquidity
6. DeFi integrations
7. Reduce fees overhead – settle in app
8. Self Insurance
9. Financial systems overseeing and managing operational activities
10. Use DeFi as freemium to bring millions of users into Celsius – choose and buy best wallet for this
11. Pay more interest and use our AUM to lower the rates others pay. Algo to allocate to the highest rates to bring them down below ours
12. Hire away or buy startups for best talent to dominate industry – 50% DeFi
  1. Have the most free coins – \$1 Billion in loans (1/5 of the way there!)
  2. CC that pays its own interest to bring to the masses – 1m new users
  3. Reduce Risk exposure and increase institutional credit approvals to \$2B
  4. Stop bleeding money because of inefficiency (OTC, Financial Position, locked collaterals, etc)

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### Owner

Camilla  
Roni  
Roni/Daniel  
Daniel  
Nuke  
Nuke  
Nuke  
Alex  
Nuke / Yaron  
Vijay  
Harumi  
  
Trunshedda / Roni  
Aliza  
Oren / Ashley  
Rodney  
Yaron



## **Closing Remarks**

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## Top Projects/Goals Status Review - Snapshot

Project:	Strategic Goal (2021):	Lead:	Status (one liner):
1. CEL Token to	\$10 dollars ✓ (Jan 2021)	Alex	Use CEL as collateral
2. Community Pool Growth 2021	\$150bn = \$150bn crypto \$25bn USD and stablecoin lending \$5bn - Gold	Vijay - retail Camilla - b2b	\$1bn USD, \$53m USDC inst't loans Gold - solving yield issue
3. Fundraising	\$250mil Debt + \$250m Equity	Roni	Finalizing financials, starting to sign investors on SAFEs, closed BTTF and DR should be opened by the end of the week Debt instruments in Sweden and Israel
4. Coin Deployment	80%	Harumi	All 67.42% BTC 84.84% ETH 85.86%
5. Finance Infrastructure	Financial Position Dashboard automated.	Yaron	Instatland improvements slowly Hedgeguard multi-projects Mambo in the long term. Basis for enhanced data-driven financial and risk decision making processes
6. Retail Lending	1 Billion Loans, 3 Billion Collateral HAPPY CUSTOMERS	Aliza Vijay	\$296m in active loans!!!!
7. People	Recruiting the best talent to support growth; Engaged culture.	Trunshedda	9 New Hires This Week (Security, Dev, Marketing, Finance, People) Preparing for MVP Integration.
8. Customer Service	One Touch Service	Daniel	1,73 Agent Touches per Ticket. First time ever below 2 touches per ticket.
9. "Right-Size" Risk-Taking Increase Inst'l Credit Approvals	1st and 2nd v. of Risk Dashboard (RD) to \$2Bn	Rodney	Reach-outs to mgt; Conveying Risk Dashboard reqmts TBD

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**Redacted**



